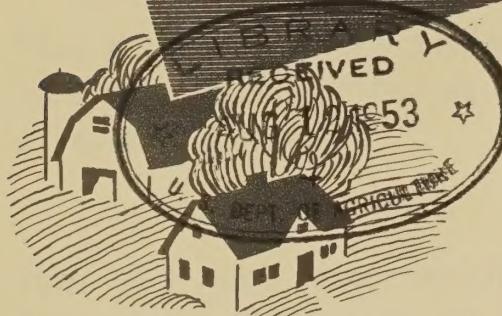


Facts

**FILTERED TO
RURAL PEOPLE**

*through county
extension agents*



How agents use mass media and visual aids to spread farm and home facts.

By LESTER A. SCHLUP and HARRY P. MILEHAM, Division of Extension Information, Extension Service, U. S. Department of Agriculture.

Washington, D. C. • August, 1952



842322

COUNTY EXTENSION AGENTS are the most important part of the Cooperative Extension Service of the U. S. Department of Agriculture and the State Land-Grant Colleges.

Nearly all agricultural counties and some cities have one or more county extension agents: the county agricultural agent, the county home demonstration agent, the county 4-H Club agent or an assistant agent working with boys and girls.

County extension agents serve farmers, farm women, and farm youth, teaching them to adopt better farm and home practices and to solve other problems of community living.

Their salaries and expenses are financed cooperatively by the county, State, and Federal Governments.

They are educated and trained to work with farm people who join with them in planning and carrying out county programs of rural improvement.

They have vast resources of scientific knowledge and economic facts which they can marshal for the help of people in their counties.

"See your county extension agent for advice and help" is a slogan which has become popular among rural Americans. They have high respect for and great confidence in the capable services of their county extension agents.

COUNTY EXTENSION PROGRAMS

REFLECT THESE FIVE GREAT RESOURCES



1 The Land and what the land produces.

Food, fibers, trees, and the like.



2 People Who Till the Land

Individuals their farm and community organizations, their churches, schools, local government, and so on.



3 Research and Fact-Finding

In agriculture and home economics . . . Federal, State and county.



4 National Agricultural Action Programs

Support prices, stimulated agricultural production to meet national goals, farm credit, marketing, soil conservation, rural electrification, crop insurance, and the like.



5 Tools and Facilities of Industry

Channels for farm products to go to the consumer, farm machinery, fertilizers, insecticides, home equipment, and others.

These resources are marshalled locally to help people solve their problems

COUNTY EXTENSION AGENTS HELP PEOPLE UNDERSTAND AND SOLVE THESE PROBLEMS

Individual Problems

Farmer problems of cultivation, harvesting, pest and disease control, increasing efficiency of production, managing the farm business, and so on.

Related home problems, such as lack of running water in the home, making clothing, canning fruits and vegetables, serving nutritious meals, family living, and many others.

Community or County-Wide Problems

Health and sanitation, cooperative marketing, conservation of soils and woodlots, better market roads and other adequate public services, and so on.

National Problems

Agriculture's role in contributing strength to national economy, conservation and land-use, international relations, world trade, public finance, United Nations Organization, and other policies and problems on which local understanding is important.

THE COUNTY EXTENSION AGENT:

Has been educated at an agricultural or home economics college.

Has been raised on a farm.

Has been trained in Extension methods of teaching.

Knows how to deal with people on the basis of their experience and present knowledge.

Knows how to learn from farmers and homemakers the kind of help they need.

Knows the agriculture of the county.

Has the confidence of people who use their own initiative in taking recommended actions.

Has at his fingertips a tremendous reservoir of research knowledge upon which to draw.

Has cameras, projectors, radio tape recorders, duplicating machines, and other equipment to use visual aids or mass communication methods.

want to keep it longer than a week or two, and
I think it's a good idea.

Based on the information I have gathered, and
the information I have gathered from the Internet, I

recommend using a good quality, and a well
respected supplier with good reviews and a

customer service department that is available 24 hours a day, 7 days a week.

Finally, with regards to the packaging, make sure

the right service is used to make sure that your
product doesn't get damaged in shipping.

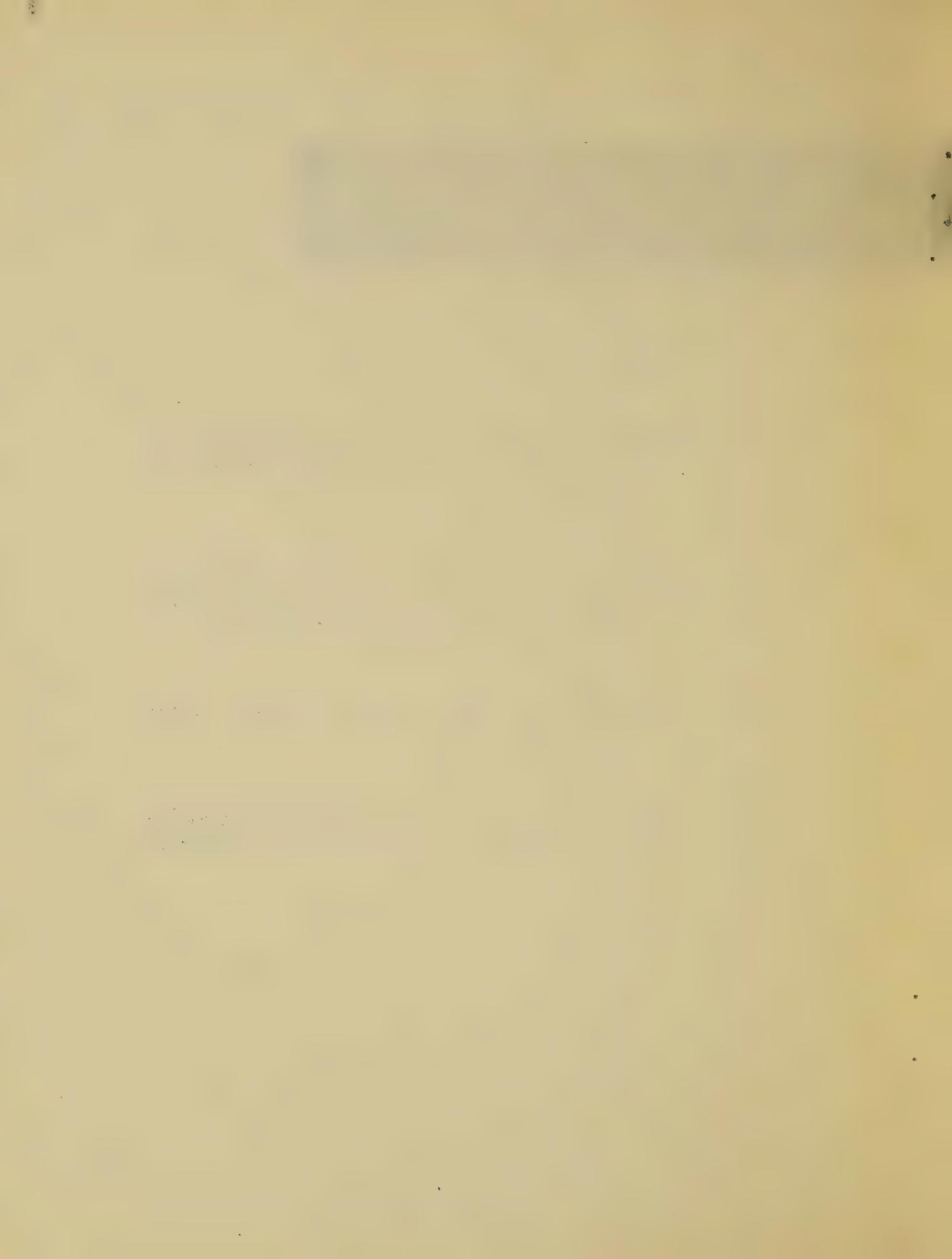
In summary, I recommend using a well
respected supplier with good reviews.

Remember, when it comes to packaging, it's better to be safe than sorry. I hope this information has been helpful to you.

WHAT THE COUNTY EXTENSION AGENT NEEDS

He needs . . .

- Administrative, supervisory, budgetary, and leadership help from the State Extension Service.
- Services, facilities, equipment, educational aids, and State and national back-drop support to make his work more effective.
- Research and facts which he can adapt to solving local problems.
- Refresher training in subject matter and extension teaching so he can do a more effective job.



SOURCE OF FACTS NEEDED BY AGENT

County

Experience of successful farmers, homemakers, and young people.

Statistics and information about local soils, crops, livestock, weather, prices, marketing, and other pertinent data.

State Land-Grant College

Research information and economic facts.

State agricultural programs

U. S. Department of Agriculture

Research and economic facts.

National agricultural and other programs of interest to rural people.

AGENT ADAPTS FACTS TO COUNTY EXTENSION PROGRAM

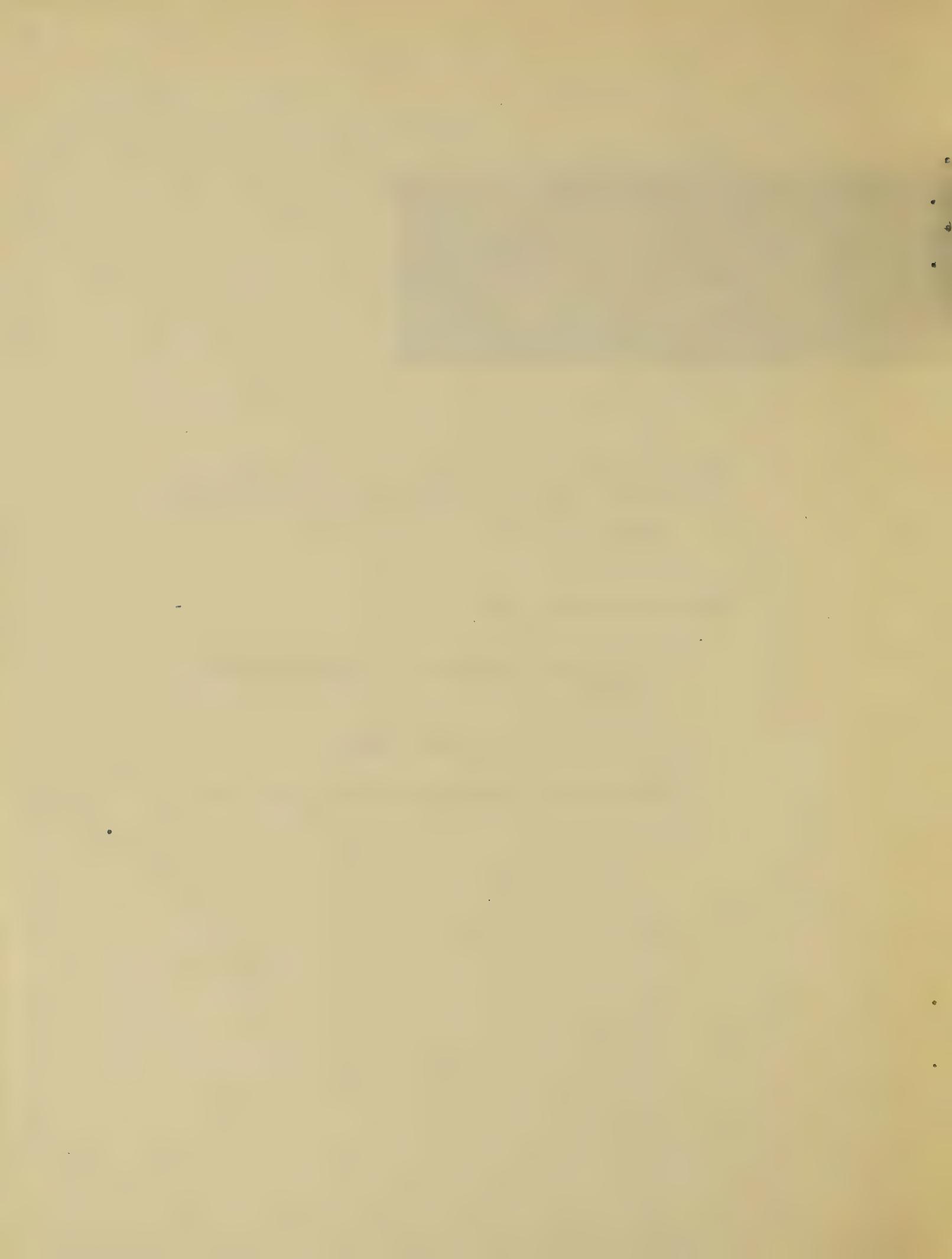
County extension agent sorts out facts which contribute most to success of county extension program.

Rural people help agent by:

Actively participating in planning the county program.

Acting as volunteer lay leaders.

Demonstrating better practices to each other.



CHANNELS FOR PROVIDING AGENTS

WITH INFORMATION FROM THE FACTUAL RESERVOIR

Direct from the Land-Grant College, through:

Extension administrators and supervisors.

Extension specialists in farming and home-making subjects.

Extension editors.

Indirect from the U. S. Department of Agriculture,
through:

National Extension Service to State Extension Service where national information is usually merged with State information before adapting and applying it to local problems.

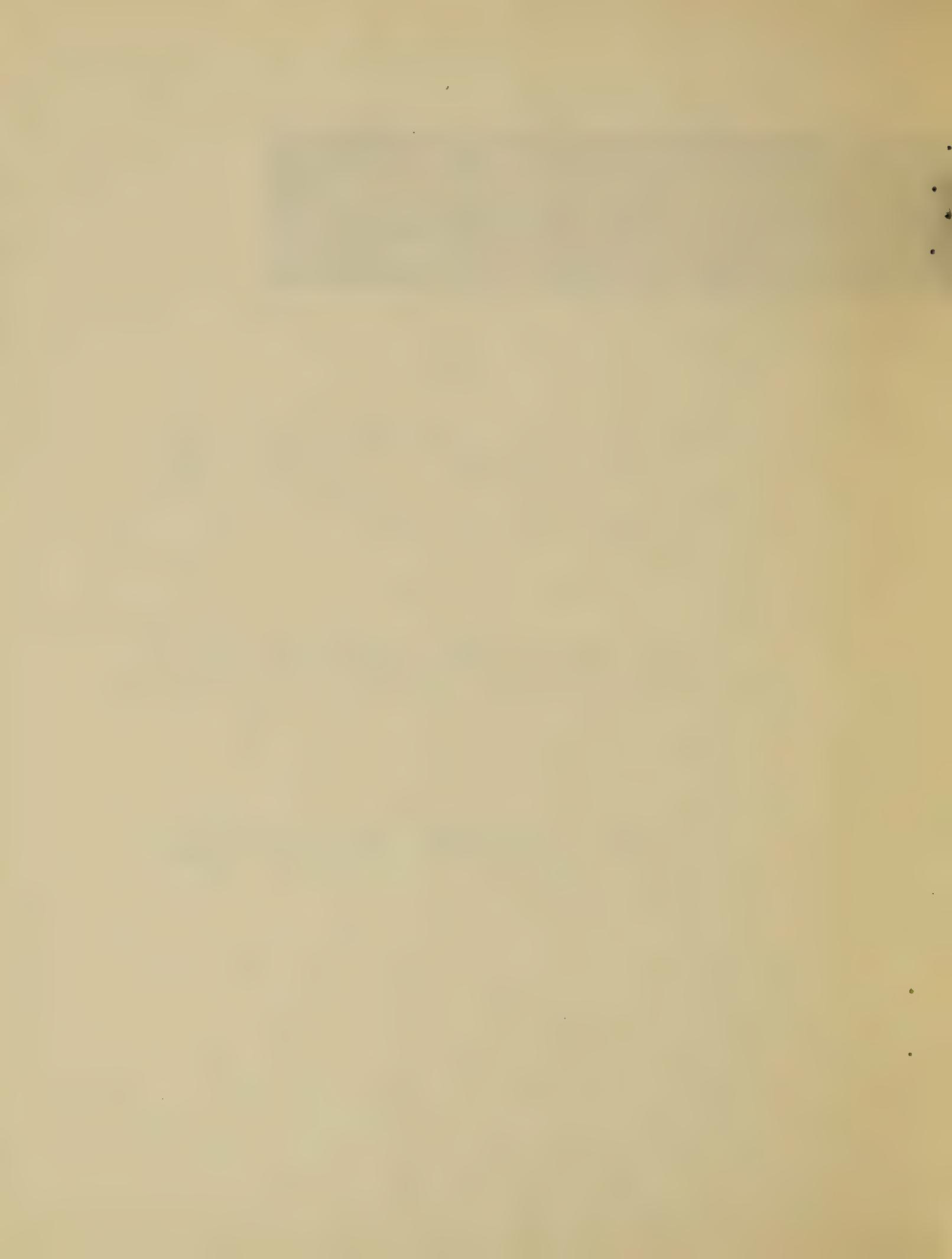


AGENT DISSEMINATES FACTS USING EVERY CHANNEL AND TEACHING METHOD

Methods for teaching the individual, such as visits to the farm and home, calls by people to the agent's office, advice given on the telephone or through correspondence.

Methods for group assemblies of people, such as meetings, tours, demonstrations, motion pictures.

Mass communication methods, such as news stories, radio programs, exhibits, circular letters, publications.



TYPES OF INFORMATION METHODS USED BY AGENT

Newspaper stories
Radio and television programs
Circular letters
Publications

Exhibits and window displays
Slides and filmstrips
Motion pictures
Posters

Photographs
Graphic charts
Cartoons
Advertising supported
by business firms

Newspaper Ads
Support Extension

Use Your "Nose for News"

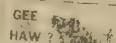
George William F. Cockburn, Dunn
County, N. Dak., tells how he uses "Nose
for News" in his extension jobs



GEORGE KESSLER
County Agents'
Report

Plant Inspector

GEE
HAW?



1952 IS
YEAR
FOR
COMMUNITY CLUBS...

IN THE NEGATIVE

4-H Clubber

Your County Agents

12

County Extension Agents Use Newspaper Stories, Columns, Pictures, and Advertisements

GREEN ACRES

COUNTY AGENTS
NOTES

New Home Ec Agent Has First Class



Home Agents
Column

WITH YOUR HOME AGENT

1952, 10th Children West
Sara Kay

Entered In 4-H
Dress Revue: Blue
Ribbons Awarded

115 4-H Clubbers
In Demonstrations
At School Thursday

2,500 Tour Plots, View Machinery
At First Saginaw County Grass Day

Win for Indiana contest

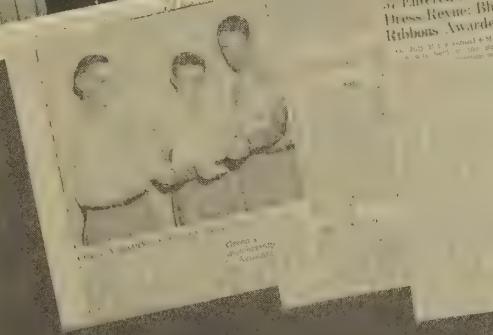


Some Studied It, Some Chewed It - And Some Sat On It

For the latest Bay program, starting pool hours, meet
for the 10th year of machinery exhibited are put

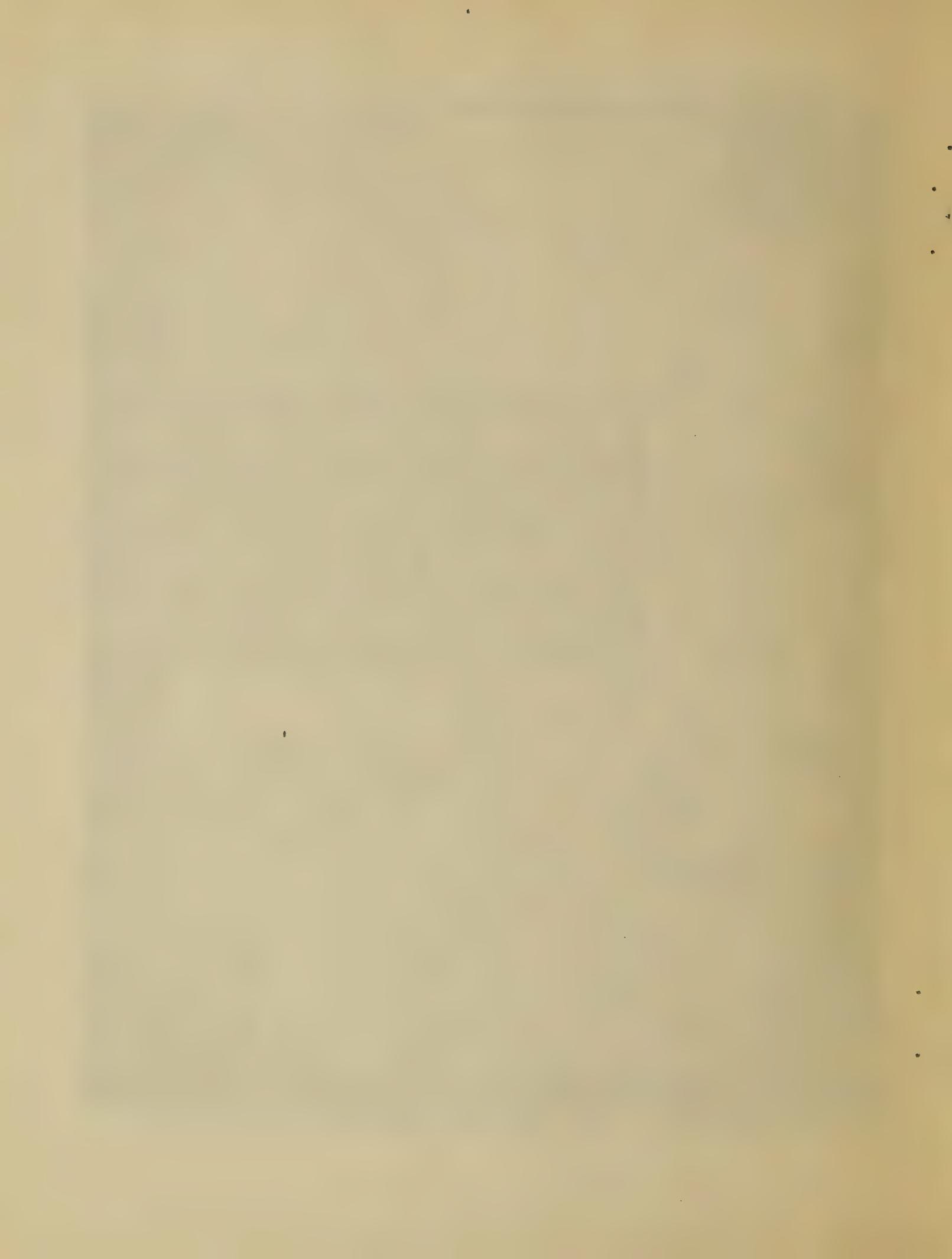
"Lawn Man To
Speak On Tuesday

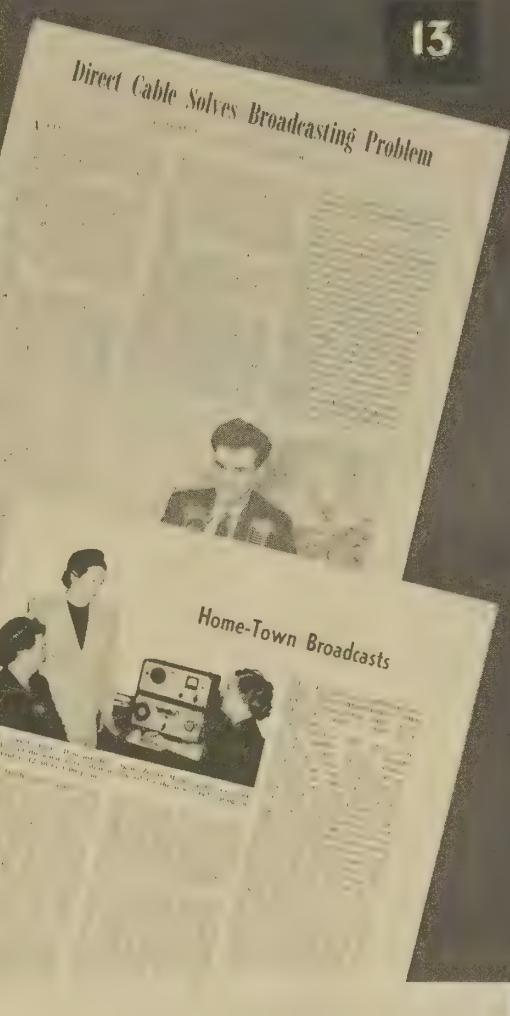
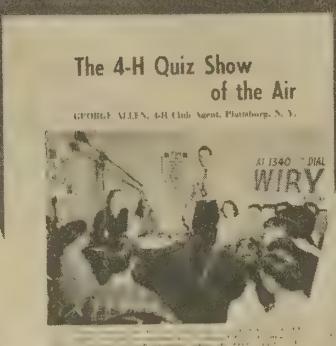
FARM WIS



Craig's
Assessment

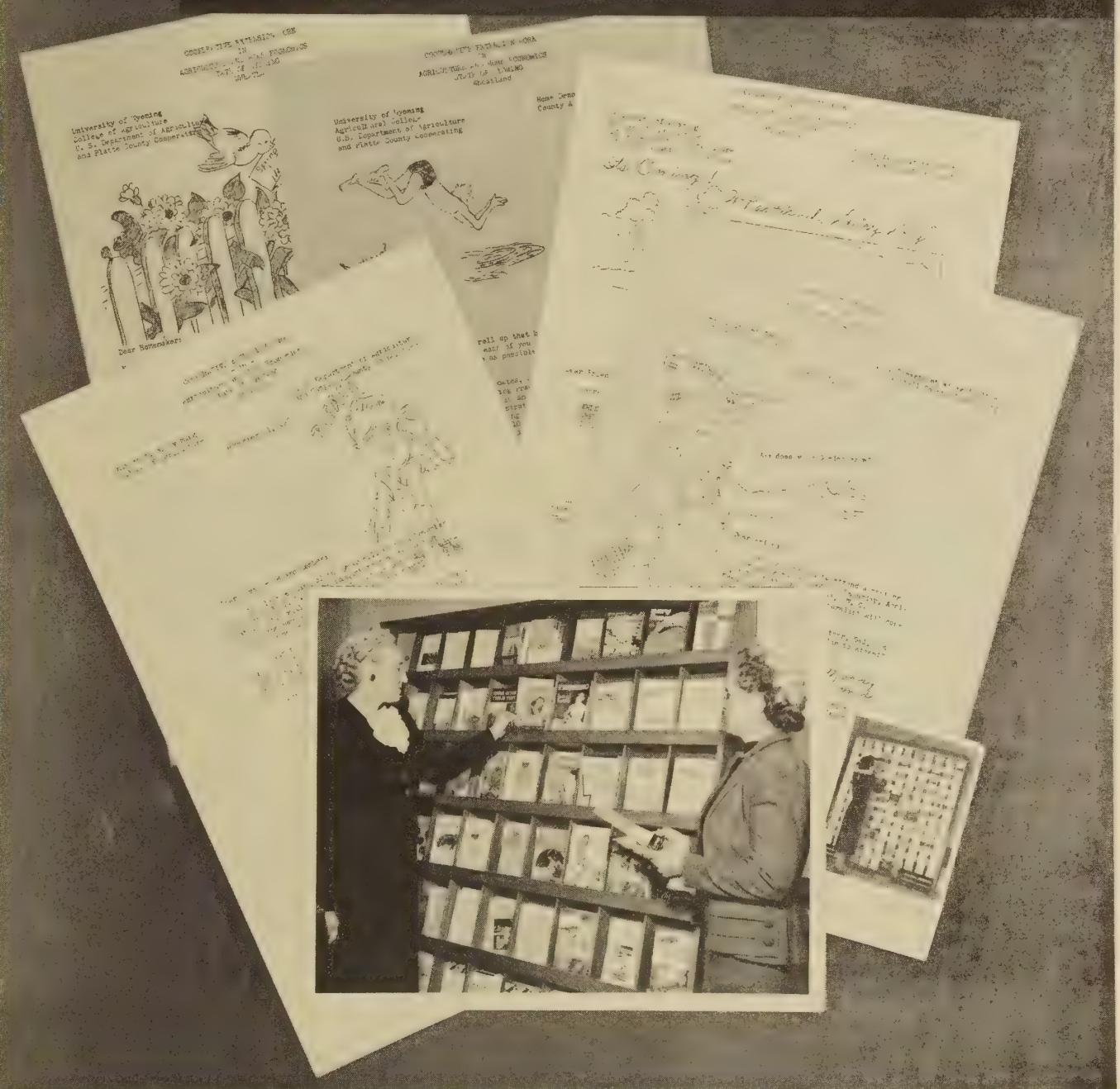






County Extension Agents Take to the Air

County Extension Agents 14 Make Regular Use of Bulletins and Circular Letters



Missouri 4-Hers Enjoy
Unusual Visual Aids Device

ROSE S. LEWIS
Missouri Extension Agent
4-H Work



Extension Service

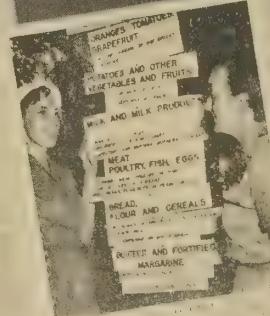


Extension Service Review for June 1944

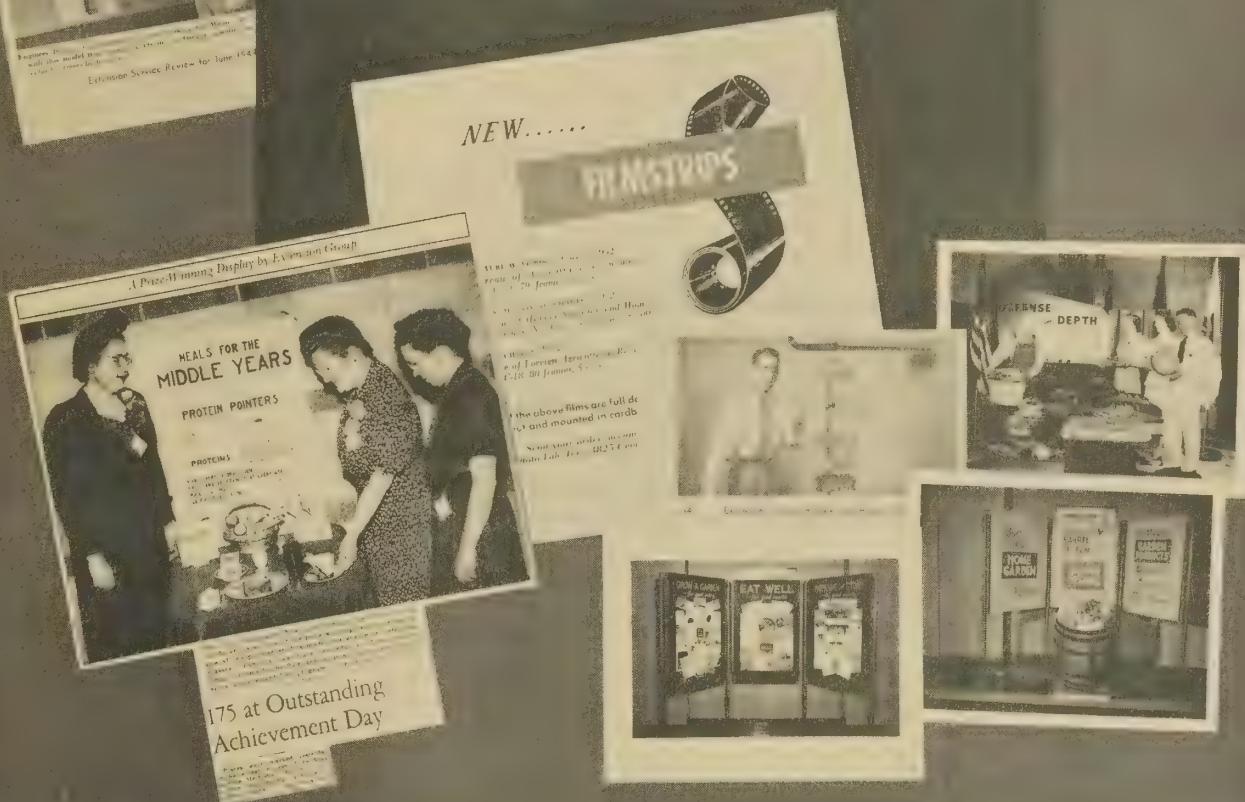
Hoosier Extension Workers
Like Visual Aids

CREDIA DUNES, Assistant Extension Editor, Purdue University

Extension Service Review for June 1944



All Kinds of Visual Aids Help the Agent Inform Rural People



VOLUME OF INFORMATION METHODS USED BY COUNTY EXTENSION AGENTS

Agents place great reliance upon information methods to supplement and strengthen their other teaching methods. Following are examples of the amount of use devoted to a few such methods . . .

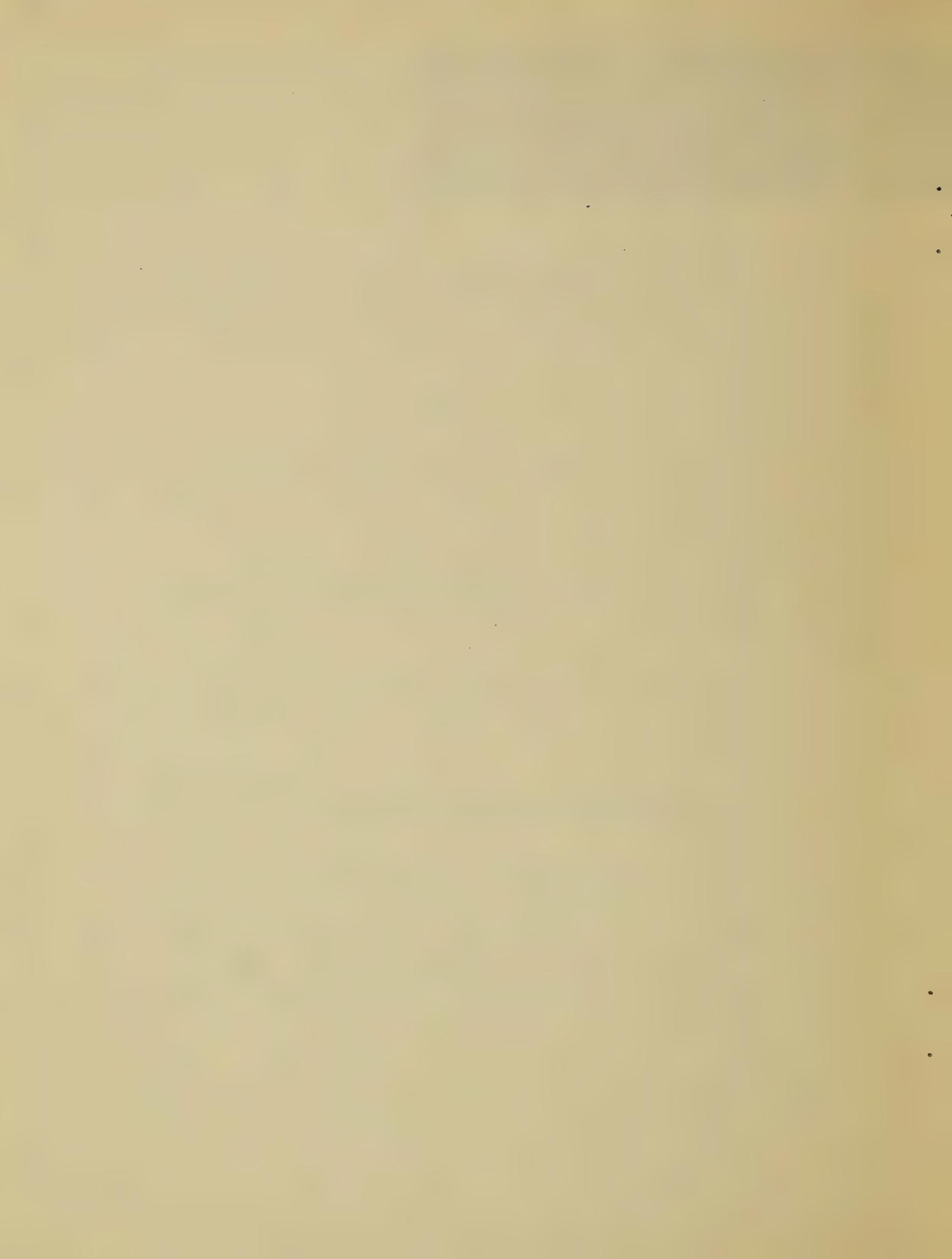
In 1951

Agents had almost one million stories published in newspapers an average of nearly two every week for each agent.

They took part in about 165,000 radio programs or an average of 1.4 broadcasts every week for each county.

They distributed more than 23 million bulletins an annual average of about 7,700 for each county.

Surveys support the agent's wisdom in using a balanced educational approach, including information methods. The following graph showing the effectiveness of various types of methods was based upon more than 3,000 records of interviews with farm people obtained by the Division of Extension Studies and Teaching.



Cooperative Operations

What methods caused 3 out of 4 farm families to adopt better practices?

METHODS FOR MASSES

News stories • Radio
 Magazines • Exhibits
 Circular letters • Posters
 Bulletins

METHODS FOR GROUPS

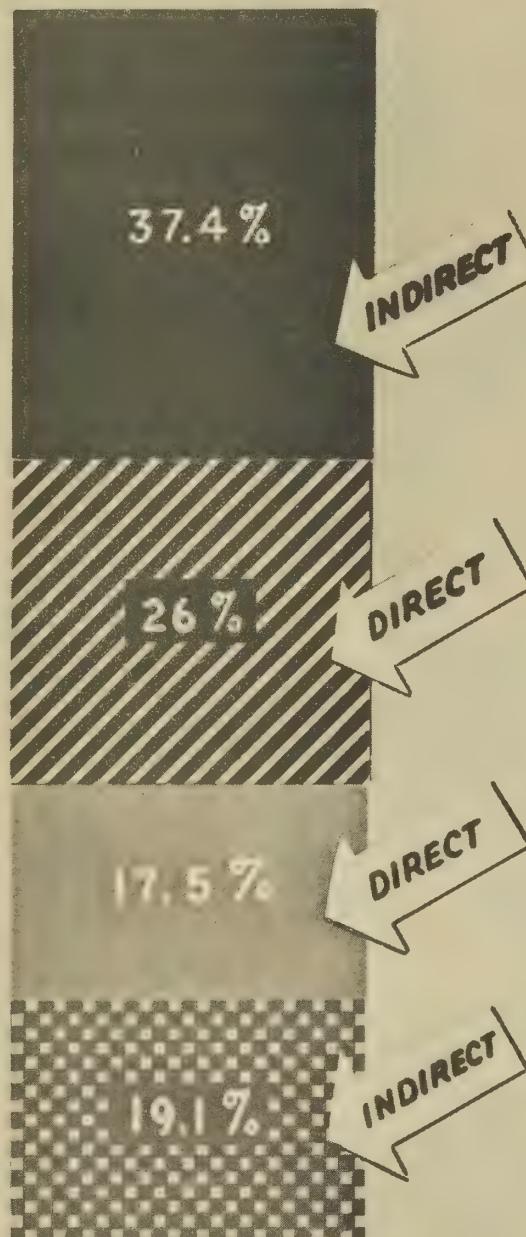
General meetings • Tours
 Method demonstration
 meetings • Motion pictures
 Leader training meetings
 Discussion meetings
 Extension schools

METHODS FOR INDIVIDUALS

Farm and home visits
 Office calls • Correspondence
 Telephone calls • Demonstrations

OTHER INFLUENCES

not traceable, probably
 mostly from neighbor
 to neighbor



Out of every 100 farm families adopting better farm and home practices, about 38 said this was due to popularized scientific information read, seen or heard in bulletins, newspapers, on the radio, or in other mass media.

EXTENSION TEACHING REQUIRES MANY METHODS

NUMBER
OF
METHODS

PERCENTAGE OF FAMILIES CONTACTED
WHO CHANGED BEHAVIOR



ONE changed 35 %.....→



THREE changed 64 %.....→



FIVE changed 86 %.....→



NINE changed 98 %.....→



To get people to adopt the recommendations of extension teaching, we need to reach them with many extension methods. A group of extension studies has shown that, as farm families were reached by an increasing number of extension teaching methods (from 1 to 9) the percentage of these families changing their behavior increased also (from 35 to 98 percent). (Based on studies of 2,501 farms in five States and 869 homes in four States.)

WHERE AGENTS GET HELP IN USING THESE METHODS

Direct from State Extension Service in the Land-Grant College.

Indirectly from National Extension Service in the U. S. Department of Agriculture

By



Instruction pamphlets.

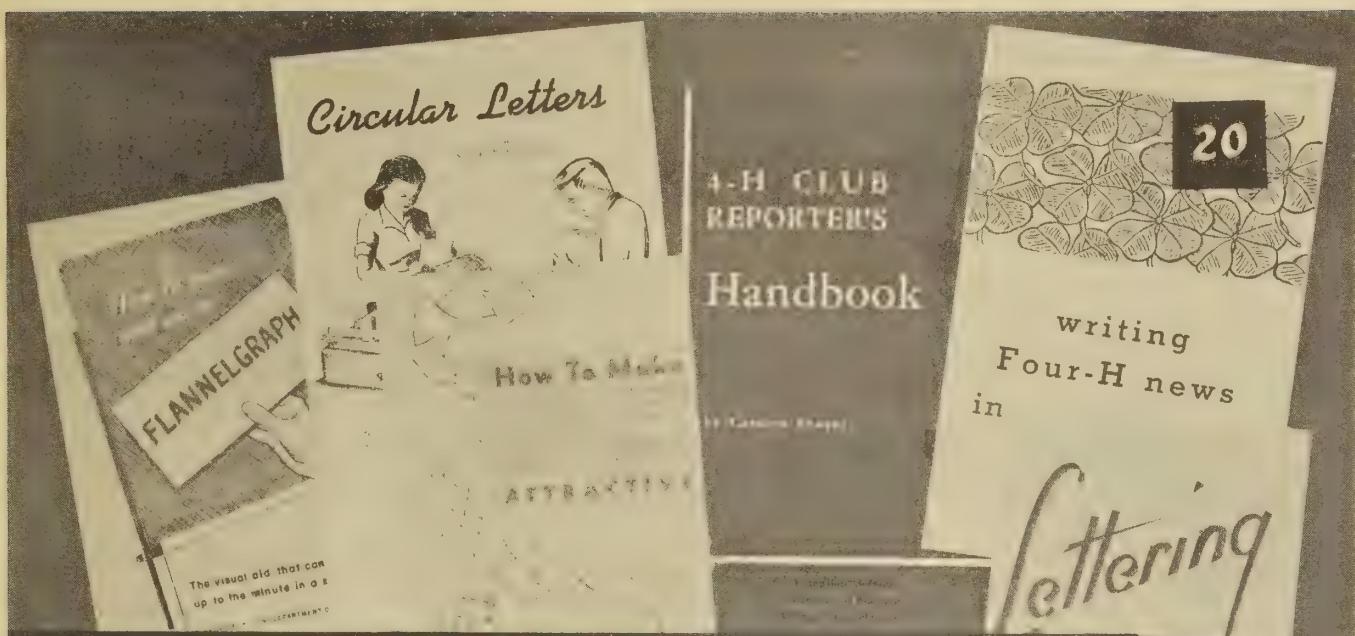
Training schools, workshops, and summer sessions.

Tips through special services or correspondence.

The national Extension Service Review.

Already prepared educational aids for immediate use.

Field visits to agents' offices.



Federal and State Extension Offices Issue Training Helps for Agents

Educational EXHIBITS

How to Prepare

U. S. DEPARTMENT OF
MISCELLANEOUS PUBLICATIONS

FEBRUARY 1946

U. S. Department of Agriculture
Formerly Miscellaneous

Radio Hand
For Extension Workers

by C. A. Bond
and W. H. Zipf

What RESEARCH shows about

VISUAL AIDS

MOVIES
SLIDEFILMS
EXHIBITS
PICTURES
CHARTS
POSTERS

UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE

Get the "low down" on visual aids



the first time I ever saw a fire extinguisher. I have since seen them in many places, and they are very useful. A few years ago, I saw a fire in a building, and I used a fire extinguisher to put it out. It was very effective, and I was very impressed with the device. I have since used it many times, and I have never had any problems with it. It is a very reliable device, and I would recommend it to anyone who wants to have a fire extinguisher in their home or office.

Hundreds of fire
extinguishers

21

More radio schools held



observes county agent



Orientation course

observes county agent
ersary

obser
vations



and Sam Noble, exec
Phil is on the vacation

Federal and State Extension Services Train Agents in Information and Visual Methods through Visits, Conferences, "Schools," Workshops, and Summer Sessions

TYPE MIKE

Visualizing

GEORGE C. PACE, Extension Visual

CRUTCH

Grasslands Program - I.

They Go HAND-IN-HAND!

God made the land! We must use it wise

It's a wise

FARM FLASHES

UNITED STATES DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION
DEPARTMENT OF AGRICULTURE
OP BROADCAST USE ONLY

22

Aug 1959

more, farmers in this country have done, and better
without question. And economists of the U.S.
are still further improvement ahead
our old prices and better returns from livestock
encourage farmers to feed animals and their
families.

EXT. 11000 1024
2/50 pk

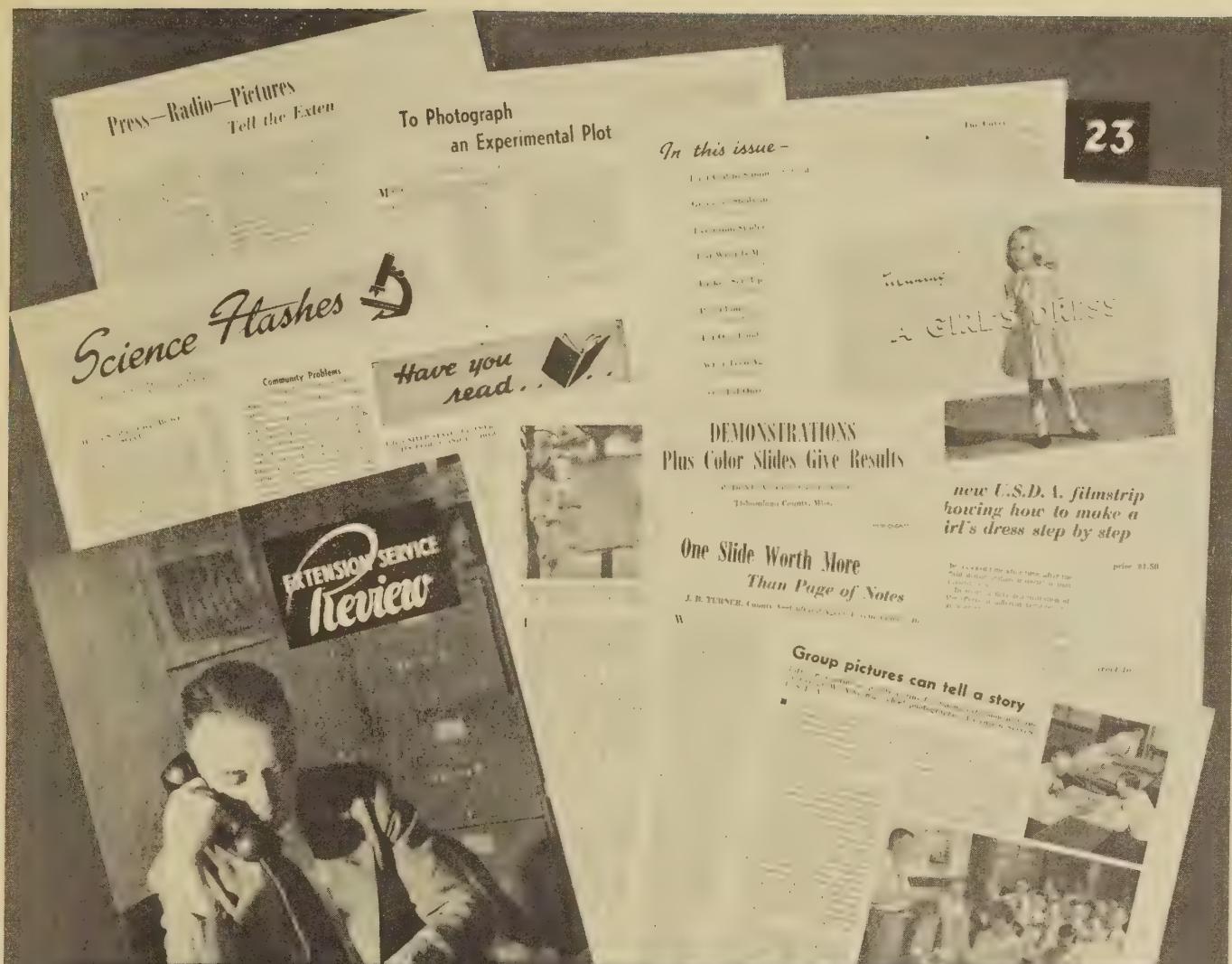
June 10, 1959

TO STATE EXTENSION EDITORS:
Subject: Current Information Developments
Information View of National 4-H Club Camp

With the exception of Dorothy Smith, of New Jersey, who will help with press coverage, the information staff has been completed for National 4-H Club Camp, which gets under way here next week, June 15.

As you know, we previously announced that Howard Bass, of Michigan State, would be on hand to work with Dick Tolkin on radio and television activities. In addition, the Public Relations of the National Committee on Boys and Girls Club Work, and Everett Eierman, of the National 4-H Club Foundation, will assist with information coverage. George Pace, received extension photographer, will assist George Pace.

Tip sheets, special service letters, fill-in news items, and cartoon suggestions, directly from State Extension Editors and indirectly from the Federal Extension Service help county extension agents inform rural people.



The national *Extension Service Review* serves county extension agents each month with current developments, including the latest information on extension methods and techniques.

LIST
of Available Publications
United States
Department of
Agriculture

Agricultural
Publications
JANUARY 1952

ONAL 4-H CLUB CAMP, NO. 7

Fact Sheet

EXTENSION SERVICE • James M. Gwin, Director

September, 1951

Maryland Farm and Home Publications

SLIDEFILMS

As these lists indicate there
are hundreds of Federal and
State farm and home motion
pictures, film strips, bulletins,
and leaflets - all ready for
use by county extension agents

NATIONAL AND STATE BACKDROP

In addition to the local use of information channels and methods by the county extension agent, both the Land-Grant College and the U. S. Department of Agriculture support and back up his work with news stories, radio programs, feature articles in magazines, cooperative planning with industry of movies and other educational aids which have no product advertising, and the like, which reach both farm and urban audiences.

THE STATE EXTENSION EDITOR

In using mass communications media and visual aids, county extension agents look for leadership, training, and "information aids" to:

THE STATE EXTENSION EDITOR AND MEMBERS OF HIS STAFF

The State extension editor is a part of the staff of the Cooperative Extension Service of the U. S. Department of Agriculture and the State land-grant colleges. Under the administrative direction of the State extension director, the State extension editor is responsible, among other things, for releasing through mass communication methods, information about agriculture, home economics, and related subjects.

A leaflet is available from the Division of Extension Information, Extension Service, U. S. Department of Agriculture, Washington 25, D. C., on:

THE ROLE OF THE STATE EXTENSION EDITOR OF THE COOPERATIVE EXTENSION SERVICE

